



PHILIPS

Philips, one of the top electronics companies in the world, quadrupled the size of its medical products division with the acquisition of Agilent Technologies, ATL, ADAC, and Marconi. Equities from each of the new divisions were united under

the existing Philips promise and a newly defined mission: “To understand and enhance the human experience with technology that can save, lengthen and improve lives.”

PHILIPS MEDICAL SYSTEMS

Redefining a global brand in line with current category needs

At the time, many medical professionals were unaware of the Philips brand. What recognition they had was limited to technological superiority and ease of use.

Research uncovered that Philip's current positioning was not relevant to the true purchase of high-end medical equipment, the hospital administrator. A solution was needed to address the overriding concerns of the economic buyer with the needs of the clinicians.

An insight emerged upon which the new brand was built: although most high-end medical equipment provided information, it was the clinician's skill (elevated with Philip's innovative technology and ease-of-use) that provided actionable information faster and more efficiently. This argument provided clear

economic benefits for the purchaser.

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A global corporate campaign communicated a commitment to not only improve healthcare, but also to improve the economics of its delivery. Major technological and clinical benefits were explained and made relevant to the economic buyer.

Today, Philips challenges GE for leadership across a variety of categories and has successfully integrated each of the acquisitions under the Philips name and brand.

